



Convenient Payments if You Wish

O'Neill's has decided that any dependable woman who wishes may buy her Suit, Dress or Coat on our celebrated Convenient Payment plan. This notable, progressive step in American merchandising has met with the approval and patronage of hundreds of the best people in New York City, and we shall continue the offer during our Anniversary Sale.

Women's \$20.00 Fall and Winter COATS.

Made in new straight line back, set-in sleeves, plain and velvet trimmed, convertible collar. In Tan, Blue Gray. All sizes, 32 to 44.

O'Neill's New Serge Dresses

Exactly the New Styles That Attract the Most Attention

Convenient Payments if You Wish

Women's Serge Dresses in the plain tailored effects, just the dress for business, also, have trimmings, made in all the most wanted colors, such as Navy, Brown, Tan and Black. Smart and attractive models to choose from, in all sizes, \$12.50 to \$25.75.

O'Neill, Main Store—Second Floor.

Extraordinary Anniversary Sale Feature 17,500 Yards of the Very Fashionable

Charmeuse Faillle Francaise

65c
Yard

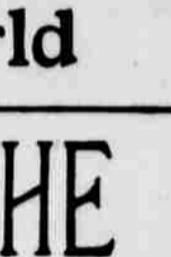
Paris Shades and Black

Sold Elsewhere at \$2.00 Yd.

A range of the new Paris colors, including Amber, Taupe, Navy, American Beauty. White and Black. This is one of the most desirable Fall and Winter Dress Silks, and this special lot duplicates exactly the effects of imported goods sold at \$2.00 a yard. Taupe 25c. Taupe 28c.

45c to 95c the yard for New Fabrics

These Net Silks—Colored crepe de chine, fancy netting, metal brocades, fancy metallics, fancy failles, imported embossed pongees, faille impériale, fancy chiffon, acetate finish satin corduroy, imported black velvet, fancy costume corduroy, printed foulards, white imported habutai, black Oriental habutai, black satin diaphane, black dress taffeta, garnet taffeta, and furrier satins, pongee, black satin, black chiffon, black marquisette, black satin Ottomans for coats, fancy corsets for scarfs, etc., all 45c to 95c to 18 years. New Dens Goods—All-around black charmeuse, all-wool navy and black arm, all-around challis, cream organza, cream brillantine, plain organdy, mixed organdy, blue broadcloth, black muslin, two-faced organdy, double-faced drabbing, French organdy, check organdy, black cambric, all-around voile, fancy diagonal and blouse effects. All one size to 32.50. Fabrics All printed for the Anniversary Sale, at 1 yard each. 45c to 95c



45th Anniversary Sale



Women's Fall Shoes

New Fall Walking Shoes \$2.00

\$3.00 Cradles / Anniversary Sale

versary Sale Price, Pair.

When you know that these excellent shoes are designed

on the lines of the highest class and newest style foot-

ware for Fall and Winter, you will appreciate the style,

and you will quickly grasp the value we offer—

one of the best \$3.00 shoes produced—priced \$4.00 because

the Anniversary season is a season of extraordinary values,

New High Tops of Patent Calf, Dull Calf, Vici Kid

and Tan Rainin Calf. The Gun Metal and Patent Leather on the new high top, the Vici Kid on the more

conservative looks. Heels are Cuban or military.

Anniversary Sale Price, pair, \$2.00.

O'Neill Main Store—Second Floor.

Women's Fur Coats

One of the most powerful illustrations of the money saving effected for our customers through the very early and direct purchasing which O'Neill's accomplished far in advance of the present advanced market prices.

We call particular attention to our incomparable showing of very fine quality

Black Russian Ponyskin Coats

In three groups, at the following Special Anniversary Prices:

\$59.50 Value \$65.00

Special Note—The wholesale prices skins have advanced more than \$5 per cent, consequently these coats at present worth our Anniversary Sale Prices in the wholesale market.

The \$39.50 Coats, excellent pony skins; beautifully marked, skin or silk lining; from 18 years to 44 bust measure. Value \$50.00.

The \$49.50 Coats, selected pony skins of exceptional beauty; straight lines or scintillated, silk fringe lining; all sizes. Value \$45.00.

The \$59.50 Coats, superb pony skins; marked like Broadtail; exquisitely lined; all sizes. Value \$75.00.

\$20.00 Natural Russian Fox Coats, with natural

Coats, marked Chased Dyed, perfect matched 145

Value \$55.00

Plat Cervical Fur

Scarves, size 50x50 inch: **\$59.50**

scarf and cuffs, al-

so.....

Value \$75.00

at \$50.00 Sets at.....

Value \$75.00

at \$50.00 Sets at.....